



PAR Visibility and Communication Project

This project is funded by the European Union



Call for expression of interest

The EU funded project “Support to Public Administration Reform Visibility and Communication under the PAR Sector reform Contract EuropeAid/138101/DH/SER/RS” is opening a **Call for Expression of Interest** for the creation of a list of vendors for **list of different items for production based on Action plan together with the Creative brief for the implementation of PAR campaign.**

The overall objective of the project is to contribute to the Public Administration Reform of the Government of Serbia through implementation of the Sector Reform Contract, of which this contract is a part of, through strengthening national capacities to communicate the need for and the benefits of public administration reform.

The purpose of this contract is to support the Government of Serbia in pursuing visibility and communication actions related to the overall PAR and PFM reform agendas in general, and the Sector Reform Contract intervention in particular, through three interlinked components:

- 1. Awareness and visibility of the PAR and PFM process;*
- 2. Awareness of the EU support to the PAR process and benefits for the citizens which the Public Administration Reform brings within the EU integration process;*
- 3. Communications capacities of the MPALSG, MoF and public administration bodies*

Results to be achieved

- Result 1 linked to Component 1: A comprehensive PAR communication and awareness raising framework is operational through implementation of the Government's PAR communication strategy.
- Result 2 linked to Component 2: A comprehensive public awareness raising campaign on benefits of the EU support to the PAR is delivered.
- Result 3 linked to Component 3: The Ministry of Public Administration and Local Self Government, Ministry of Finance and the relevant public bodies are equipped with communication skills and modern communication techniques for communicating the PA reform policy objectives and achievements to the public.

The Contract has been awarded by the European Union, represented by the European Commission (Contracting Authority of the Project), on behalf of and for the account of Serbia as beneficiary country to the consortium led by Ecorys SEE in August 2018 and its duration is 30 months.

Outline Scope of the Services subject to this expression of interest

The aim of the call is to establish a list of vendors who will participate in a future tender of the provision of different promotion items and materials (non-exhaustive list is provided below). The scope of the services is to complete all necessary activities in order to execute PAR public awareness raising campaign under the project.



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CONDITIONS OF PARTICIPATION

1. Eligibility

- The tenderer must be a registered company in Serbia and must operate on the territory of Serbia for at least 1 year before the deadline for submission of expression of interest.
- The tenderer must be experienced in the lot applying for. As well, able to prove experience and present similar work for other clients (as the ones applying for), upon request.
- The tenderer must be the company that is not financially blocked.
- The tenderer must be able to delegate to the Project one point of contact - one person to make direct contact with the Project and/or other providers (for e.g. web sites for online, print media for print media collaboration)

APPLICATION

3. Qualification process

Interested companies should send the below listed qualification documents and information:

- Profile of the company (containing as minimum: company registration details, description of portfolio of services, full contact details (Address, Telephone, e-mail)
- Description of major clients and relevant experience (list of clients and clear description of provided services)
- Information of professional capacity

No particular format is required for the above information. All submitted documents should be signed by authorised representative of the company, certifying that the declared information is correct.

Prices are not required at this stage.

The cost of responding to this call is to be entirely born by the applicants, whether they will be prequalified or not and whether they will be invited or not to participate in further bidding procedures.

4. Request for clarification

Any request for clarification in respect of this call for expression of interest should be submitted by email to Aleksandra.Lazovic@ecorys.com

Any requests for clarification must be submitted by 12:00h on 17th November 2019 to the above email address.

5. Deadline for receipt of applications



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22nd November 2019

6. How applications may be submitted

Applications should be submitted **by email** to Mrs. Aleksandra Lazovic (PAR Visibility and Communication): Aleksandra.Lazovic@ecorys.com **not later than 22nd November 2019**. Original of your application may be submitted in a sealed envelope on or before 22nd November 2019 to the following address:

ECORYS - PAR Visibility and Communication Project
Kraljice Natalije 45, 6th floor, office 17
11000 Belgrade, Serbia

In the case of any discrepancy between the original and the copy submitted by email, the original shall take precedence.

PROVISIONAL TIMETABLE

7. Provisional date of invitations to tender

November 2019 – December 2020.

8. Provisional commencement date of services

November 2019 – December 2020.



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LIST OF THE ITEMS FOR PRODUCTION AND PROCUREMENT

Based on Action plan together with the Creative brief, please find below the list of items that need to be designed and produced for the PAR Visibility and Communication Project.

Please note that list is non-exhaustive as more similar items can be added at later stage.

Creative proposals (copy and design) for:

Social media interactive content – copy and design
Video social media content concept / Video explainers – copy and design
Social media (visuals and layout)
Citizens Feedback terminal
Internet banners
PPT presentation
Infographics
Guidelines
Memo (cue) cards
Annual report
Manuals for trainers
Posters
A4 bulk/block of paper
Note books / Agendas (note books with solid covers) / Planner
Table calendar / Table agenda
Folder
Leaflet
Post-it box/paper box
Back wall
Roll up
Promo stand
Pens
Pen holder
Promo bags (tote bags and paper bags)
USB
Mouse pad
Mobile phone charger (external)
Mugs/cups with the message
+ other small gifts

Production (printing and digital production) of:

Social media interactive content – copy and design
Video social media content concept / Video explainers – copy and design
Social media (visuals and layout)
Citizens Feedback terminal
Internet banners
PPT presentation
Infographics
Guidelines



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Memo (cue) cards
Annual report
Manuals for trainers
Posters
A4 bulk/block of paper
Note books / Agendas (note books with solid covers) / Planner
Table calendar / Table agenda
Folder
Leaflet
Post-it box/paper box
Back wall
Roll up
Promo stand
Pens
Pen holder
Promo bags (tote bags and paper bags)
USB
Mouse pad
Mobile phone charger (external)
Mugs/cups with the message
+ other small gifts

Distribution of:

Posters

Media buying of:

Online media
Print media / Media collaboration

Procurement lots

1. Creative proposals (copy and design) for Project and Campaign materials, eg. Posters, Notebooks, Pens, Guidelines, Memo (cue) cards, Annual report, Back wall, Roll up, Promo stand, Manuals for trainers, Promo bags, Social media, Internet banners, Citizens Feedback terminal, Video explainers, Infographics and/or more.

2. Production (printing and digital production) of materials, e.g. Posters, Notebooks, Pens, Guidelines, Memo (cue) cards, Annual report, Back wall, Roll up, Promo stand, Manuals for trainers, Promo bags, Social media, Internet banners, Citizens Feedback terminal, Video explainers, Infographics and/or more.

3. Distribution of POSM materials, e.g. Posters

4. Media buying of Online and Print media/Print media collaboration